



WEWS

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **303059 /**

Original Date / Revision
06/27/12 10/22/12

Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Product

Candidate. Sherrod Brown 10.23-11

Agency Com 15%

Billing Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 2**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	56	\$90,270.00	\$106,200.00	0.00
November 2012	14	\$37,825.00	\$44,500.00	0.00
Totals	70	\$128,095.00	\$150,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	56	\$90,270.00	\$106,200.00
10/29/12	10/29/12	14	\$37,825.00	\$44,500.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	33333--	:30	15	\$700.00	P-2	0.00 NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 3333--					12	\$700.00		0.00		
Week:		10/29/12	11/04/12	3-----					3	\$700.00		0.00		
N 2	WEWS	10/23/12	10/29/12		CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00 NM	10	\$6,500.00



WEWS

Print Date: 10/23/12

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Contract / Revision **303059** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Sherrod Brown** Estimate # **Week # 2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMC 6-7a M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222 - -					8	\$650.00		0.00			
		Week: 10/29/12	11/04/12	2 - - - - -					2	\$650.00		0.00			
N 3	WEWS	10/23/12	10/29/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	22222 - -	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222 - -					8	\$650.00		0.00			
		Week: 10/29/12	11/04/12	2 - - - - -					2	\$650.00		0.00			
N 4	WEWS	10/27/12	10/27/12	SA 7PM News SA 7PM News	CM	7-730p	- - - - - S -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					1	\$1,200.00		0.00			
N 5	WEWS	10/28/12	10/28/12	SU 6-630p News SU 6-630p News	CM	6-630p	- - - - - S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$1,200.00		0.00			
N 6	WEWS	10/23/12	10/29/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11111 - -	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	1 - - - - -					1	\$1,200.00		0.00			
N 7	WEWS	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11111 - -	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	1 - - - - -					1	\$1,800.00		0.00			
N 8	WEWS	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	7-730p	11111 - -	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	1 - - - - -					1	\$1,200.00		0.00			
N 9	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111 - -	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	1 - - - - -					1	\$1,200.00		0.00			
N 10	WEWS	10/23/12	10/23/12	Tuesday Prime C Private Practice	CM	10-11p	- T - - - - -	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - - -					1	\$7,000.00		0.00			
N 11	WEWS	10/28/12	10/28/12	Sunday Prime C Revenge	CM	9-10p	- - - - - S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$6,000.00		0.00			
N 12	WEWS	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11p	M - - - - -	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$14,000.00		0.00			
N 13	WEWS	10/29/12	10/29/12	Monday DWS Dancing w/ Stars	CM	8-10p	M - - - - -	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00

